

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of December 12, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Attended for Employee Certificate Presentation: Lindsey Hauser, Roberto Gigli, Kolby Fournier, Matt Culver, Steve Reardon, Meagan Healey, Glen Bullock, Angel Harris, Ben Williams, Kevin O'Donnell, James Kilgo, Kathy Prue, Julie Mento, and Anthony Mento.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Certificate Presentations:

Director Mark Armaganian presented Julie Mento with her certificate and pin for 25 years of dedicated service to the State of New Hampshire and the Liquor Commission. Ms. Mento is our FDA Program Coordinator. In this position, she works with the Commission's Division of Enforcement and Licensing to ensure there is no youth access to tobacco products. The success of the FDA Program is a credit to Ms. Mento and her work ethic. Director Armaganian also thanked Mr. Mento for sharing his wife with the Commission, all these years, as much of her work happens outside of traditional work hours.

Chairman Mollica and Deputy Commissioner Brassard Jordan thanked Ms. Mento for everything she does for the Commission. Her work is greatly appreciated.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD December 5, 2024.

Chairman Mollica made a motion to accept the minutes from the December 5, 2024 Commission Meeting. Deputy Commissioner Brassard Jordan seconded the motion. The motion was unanimously adopted.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Ryan Wilson forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 95,499 inbound cases and 94,987 outbound cases. Inventory reached 930,719 cases. All case quantities were lower than this time last year.

Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met.

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IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

For Information Only:

A) Administrative Notice of Non-Compliance to Liq 401.03

1. New Administrative Notices

Acknowledged the new Administrative Notices.

2. Updated information on previous weeks' Administrative Notices

Acknowledged the updated information on previous weeks' Administrative Notices.

2) Store Operations Update

James Richards, Store Operations Administrator, reported that the outlets are busy, and the gift cards continue to be popular with customers. The gift card promotion runs through December 31, 2024.

3) Merchandising Report

A) Wine

1. High End Allocation – Martignetti Companies of NNE

Approved the recommended and not recommended High End Allocation from Martignetti Companies of NNE as recommended.

2. One Time Purchase for our Power Buy Program – Misc Brokers

Approved the recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.

3. Recommended Allocated Wines for Distribution to Selected Stores – 12/12/2024

Approved the Recommended Allocated Wines for Distribution to Selected Stores – 12/12/2024 as recommended.

4. Recommended Allocated Wines for Distribution to Selected Stores - Cakebread – 12/12/2024

Approved the Recommended Allocated Wines for Distribution to Selected Stores - Cakebread – 12/12/2024 as recommended.

5. REVISED Allocation Tobelos Rioja – Vinilandia

Approved the recommended REVISED Allocation Tobelos Rioja – Vinilandia as recommended. These two wines had incorrect product codes associated with their original submission.

6. REVISED One Time Purchase for our Power Buy Program – RNDC New Hampshire

Approved the REVISED One Time Purchase for our Power Buy Program from RNDC New Hampshire as recommended.

7. REVISED On-Premise Special Discount – January 2025

Approved the REVISED On-Premise Special Discount – January 2025 from miscellaneous brokers as recommended.

8. REVISED Special Allowance Offers – Wine - January 2025:

Approved the recommended January 2025 REVISED Special Allowance Offers – Wine as follows:

a) Pine State Beverage as recommended.

b) MS Walker as recommended.

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9. REVISED Wine Outlet Price Busters – January 2025
Approved the recommended REVISED Wine Outlet Price Busters – January 2025 From Southern Glazer’s Wine and Spirits as recommended.
10. Roll Out Requests – Multiple Brokers – February 2025
Approved the recommended and not recommended Roll Out Requests from Multiple Brokers for February 2025 as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. In-Store Tasting – LaBelle Winery – Cooking with Wine – January 2025
Approved the recommended January 2025 In-Store Tasting from LaBelle Winery – Cooking with Wine as recommended.
2. In-Store Tasting – Ruby Wines New Hampshire – Pinot “Battle” – January 2025
Approved the recommended January 2025 In-Store Tasting from Ruby Wines New Hampshire – Pinot “Battle” as recommended.
3. December 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended December 2024 NH Liquor & Wine Outlet In-Store Events as recommended.
4. January 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended January 2025 NH Liquor & Wine Outlet In-Store Events as recommended.
5. February 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended February 2025 NH Liquor & Wine Outlet In-Store Events as recommended.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. Limited Time Offer Requests – December 2024:
 - a) Martignetti Companies of NNE – Sweetie Chocolate Liqueur
Approved the recommended request from Martignetti Companies of NNE on behalf of Manchester Distillery to purchase 50 cases of #062571 Sweetie Chocolate Liqueur 750mL/6pk as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – High West Campfire
Approved the recommended request from RNDC New Hampshire on behalf of Constellation to purchase additional #002781 High West Campfire 750mL/6pk as a Limited Time Offer Request as recommended.
 - c) RNDC New Hampshire – Jack Daniel’s Single Barrel Proof Coy Hill
Approved the recommended request from RNDC New Hampshire on behalf of Brown

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-Forman Corp to purchase 20 cases of #062568 Jack Daniel's Single Barrel Proof Coy Hill

700mL/6pk as a Limited Time Offer Request as recommended.

- d) Southern Glazer's Wine and Spirits – Glenmorangie Tale of Ice Cream

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to purchase 28 cases of #062584 Glenmorangie Tale of Ice Cream 750mL/6pk as a Limited Time Offer Request as recommended.

- e) Southern Glazer's Wine and Spirits – Hennessy Paradis Cognac

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to purchase 2 cases of #062553 Hennessy Paradis Cognac 50mL/12pk as a Limited Time Offer Request as recommended.

- f) Southern Glazer's Wine and Spirits – Hennessy XO

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to purchase 5 cases of #062552 Hennessy XO 50mL/120pk as a Limited Time Offer Request as recommended.

2. Line Extension Requests – December 2024:

- a) Southern Glazer's Wine and Spirits – Deep Eddy Cranberry Vodka 1.75L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to offer #062580 Deep Eddy Cranberry Vodka 1.75L/6pk as recommended.

- b) Southern Glazer's Wine and Spirits – Lunazul Blanco 50mL and Lunazul Reposado 50mL

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to offer #062579 Lunazul Blanco 50mL/100pk and #062578 Lunazul Reposado 50mL/100pk as recommended.

- c) Southern Glazer's Wine and Spirits – Wild Turkey 101 1L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari America to offer #000737 Wild Turkey 101 1L/12pk as recommended.

3. One Time Buy Requests – December 2024:

- a) Martignetti Companies of NNE – Michter's 10-Year-Old Bourbon

Approved the recommended request from Martignetti Companies of NNE to purchase 10 cases of #002326 Michter's 10-Year-Old Bourbon 750mL/3 as recommended.

- b) Pine State Beverage – Blue Run KS Bourbon Whiskey Ember

Approved the recommended request from Pine State Beverage on behalf of Molson Coors to purchase 10 cases of #062566 Blue Run KS Bourbon Whiskey Ember 750mL/6pk as recommended.

- c) Southern Glazer's Wine and Spirits – Bernheim Original Straight Wheat Whiskey 7yr

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill to purchase 25 cases of #062577 Bernheim Original Straight Wheat Whiskey 7yr 750mL/6pk as recommended.

- d) Stone Fence Beverage – Found North Cask Strength Whisky Batch 010

Approved the recommended request from Stone Fence Beverage on behalf of Found North to purchase 15 cases of #062543 Found North Cask Strength Whisky Batch 010 750mL/6pk as recommended.

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4. REVISED – December 2024 – Test Market Request for VTQuila Blanco Tequila – Killington Distillery – Bay State Wine & Spirits
Approved the recommended request from Baystate Wine & Spirits to offer #062513 VTQuila Blanco Tequila 750mL/6pk as a REVISED – December 2024 – Test Market Request as recommended.
5. Spirits Test Market Results for Week Ending 12/08/2024
Approved the following product for test market or added sizes that have completed their 6-month test period or reached the required GP. The following are the results as recommended.
Grant Full Distribution:
#61236 Luxardo Cherries 35.3 Oz/12 – \$46.99 (RNDC New Hampshire)
Specialty:
None at this time
Limited:
None at this time
Delist:
None at this time
6. Test Market Requests – December 2024:
 - a) RNDC New Hampshire – AHA Excelsior Herbal Liqueur
Approved the recommended request from RNDC New Hampshire to offer #062565 AHA Excelsior Herbal Liqueur 700mL/6 for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Mash & Mallow S’mores Flavored Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062581 Mash & Mallow S’mores Flavored Whiskey 750mL/6 for Test Market Listing as recommended.
 - c) Southern Glazer’s Wine and Spirits – Method and Madness Single Pot Still Irish Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062582 Method and Madness Single Pot Still Irish Whiskey 700mL/6 for Test Market Listing as recommended.
 - d) Southern Glazer’s Wine and Spirits – Montana Whiskey Co. Blackfoot River Bourbon
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062576 Montana Whiskey Co. Blackfoot River Bourbon 750mL/12 for Test Market Listing as recommended.
 - e) Southern Glazer’s Wine and Spirits – On The Rocks Lemon Drop Martini
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062583 On The Rocks Lemon Drop Martini 375mL/12 for Test Market Listing as recommended.
 - f) Stone Fence Beverage – Lucky Seven The Holiday Toast Bourbon Whiskey
Approved the recommended request from Stone Fence Beverage to offer #062541 Lucky Seven The Holiday Toast Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.

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- g) Stone Fence Beverage – Quiver Spice Honey Spirit
Approved the recommended request from Stone Fence Beverage to offer #062542 Quiver Spice Honey Spirit 750mL/6 for Test Market Listing as recommended.
- 7. Additional Special Allowance Offers – Spirits – February 2025:
Approved the recommended Additional Special Allowance Offers – Spirits – February 2025 as follows:
 - a) RNDC New Hampshire as recommended.
 - b) Southern Glazer’s Wine and Spirits as recommended.
- 8. Second Additional Special Allowance Offers – Spirits – February 2025 - Southern Glazer’s Wine and Spirits
Approved the recommended Second Additional Special Allowance Offers – Spirits – February 2025 from Southern Glazer’s Wine and Spirits as recommended.
- 9. Close Out Special Allowance Offers – Spirits – March 2025 – Ruby Wines New Hampshire (Please note this should have been listed with Bay State Wine & Spirits in the subject line. Memo will be revised/resubmitted next week with this correction.)
Approved the recommended Close Out Special Allowance Offer – Spirits – March 2025 from Bay State as recommended.
- 10. Special Allowance Offers – Spirits – March 2025:
Approved the recommended Special Allowance Offers – Spirits – March 2025 as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Ruby Wines New Hampshire as recommended.
 - d) Southern Glazer’s Wine and Spirits as recommended.
 - e) MS Walker as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:55 a.m. the meeting was adjourned.

Minutes prepared and submitted by:
Wendy Olcott, Administrative Assistant
Office of the Commissioners